

PATENT

Docket No. RSW920010014US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Marcia L. Peters, James M. Mathewson II, John R. Hind  
APPLICATION NO. 09/836,963  
FILED: April 18, 2001 Examiner: Donald Champagne  
CASE NO. RSW920010014US1 Group Art Unit: 3622

TITLE: METHOD AND SYSTEM FOR PROVIDING TARGETED  
ADVERTISING IN PUBLIC PLACES AND CARRIERS

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.112  
TO EXAMINER'S ACTION MAILED NOVEMBER 30, 2005**

Sir:

This is in response to the Office Action mailed November 30, 2005, having a period for response set to expire on February 28, 2006. A Petition extending the period for response for two months, to May 1, 2006 (April 30 being a Sunday), is contained herein, along with authorization to charge the extension fee to a credit card. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 8 of this paper.